

# AUGUST

Magic Lantern Society

NEWS 2024



Be Sure to LOOK for those Buttons and  
roll-over effects

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Click on Slide Image  
for a quick summer vacation



## The Magic Lantern Calendar -August 2024

### Events

Aug. 8-15, 2024, **Family Magic Lantern Show**, a fantastic showing of magic lantern slides from the Randall-Salter Collection, by the Friends of the Cromer Museum, Community Hall, Garden Street, Cromer, Norfolk, NR27 9HB, UK.

Aug. 15, 2024, **Magic Lantern Fun!** A workshop for children of all ages, Shoe Lane Library, City of London Libraries, 1 Little New Street #Hill House London EC4A 3JR, UK.

Aug. 27, 2024, **BOEM! Or Experimental media archaeological reflections on re-enactment and ‘crazy’ avant-garde performances as part of media history**, lecture by Annie van den Oever, Antwerp Summer School Arts & Media Archaeology, University of Antwerp, Belgium.

Aug. 28, 2024, **The Magic Lantern and the Making of the Modern World**, an illustrated lecture demonstrating how the projection of hand-painted, and later, photorealistic glass slides captured the modern mind and helped forge a mediatized society. Chapel of the Grauwzusters, Lange-Sint Annastratt 7, 2000 Antwerp, University of Antwerp, Belgium.

Sept. 19-21, 2024, **20 th Magic Lantern Convention: Bringing the Magic to Movieland**, Magic Lantern Society of the US and Canada, Queen Mary, Long Beach, CA <https://www.magiclanternsociety.org/2024-convention/>

Oct. 2, 2024, **Conference: La Lanterne Magique (The Magic Lantern)**, tracing the origins of the cinematographic language by tracing the history of the magic lantern and evoking its success through the projection of authentic plates from previous centuries, Salle de conference, 1 st etage du Palais de la Loure, Borgogne, France.

Oct. 12, 2024, **Pumpkintown: Songs, Stories and Magic Lantern Projections from an Imaginary New England Village**, Next Stage Arts Project, 15 Kimball Hall, Putney, VT.

Dec. 15, 2024, **A Family Edwardian Christmas at Lauriston Castle**, includes a traditional magic lantern show, Lauriston Castle, 2a Cra-mond Road South, Edinburgh, Scotland EH4 5QD UK

Dec. 15, 2024, **Magic Lantern Show**, a glimpse of 19 th -century Venice through original slides of the period, enhancing a little-known but historically and aesthetically valuable photographic heritage, brought to life by Laura Minici Zotti, founder of the museum. Museo del Precinema, Prato della Valle 1/A, Padova, Italy.

**continued next page**

## The Magic Lantern Calendar –August 2024

### Exhibits

Through Aug. 10, 2024, **Magic Lanterns**, an immersive exhibit containing luminous prints and projections of astronomical and astrological imagery sources from 1860s magic lantern slides, University of Mississippi Museum, University Ave and 5 th Street, Oxford, MS 38655

Through Sept 28, 2024, **The Art of the Magic Lantern**, Burlington County Workers House gallery, Historic Smithville Park, 803 Smithville Rd, Mt. Holly, NJ 08060.

Through Oct. 31, 2024, **Exhibition: Collection, tell us a story**, stories through time, dimensions and space, in the world of the magic lantern, Musee de la Loire, Place de la Resistance, 58200 Cosne-Cours- Sur-Loire, France

Through Dec. 29. 2025, **Im Zauber des Lichts – Bildwelten der Laterna Magica**: Magic Lantern and Toy Lantern Slide exhibition, Freilichtmuseum Hessenpark, Laubweg 5, 6126 Neu-Anspach/Taunus, Germany.

### Online

**Magic Lantern Performing Group**, Improve your skills every other Wednesday on Zoom. Contact Terry Borton: [tborton@mAGIClanternshows.com](mailto:tborton@mAGIClanternshows.com)

**Media History Digital Library**, <https://mediahistoryproject.org/collections/magic-lantern/> Magic lantern ephemera.

**De Luikerwaal Dutch Virtual Museum**, <https://www.luikerwaal.com/> Magic lantern history, pictures, stories.

**Lucerna – the Magic Lantern Web Resource**, online database collaboration covering all aspects of magic lanterns. <http://lucerna.exeter.ac.uk/>

**The Museum of American Magic Lantern Shows**, 5-minute intro, 10-minute Highlights Tour, 30-minute In-Depth Tour and Kids' Page. [www.mAGIClanternmuseum.com](http://www.mAGIClanternmuseum.com)

To add your magic lantern show, exhibition, or other event to our calendar, or to list your show for potential bookings, drop a line to [briandrogers@gmail.com](mailto:briandrogers@gmail.com).



## Convention Special Announcement - Expanded Schedule

### Bringing the Magic to Movieland!

2024 Convention of the Magic Lantern Society of the US and Canada  
We've had a great number of proposals for workshops, presentations and performances, so we're expanding the schedule!

- There will be two small group pre-convention workshops on Thursday morning, September 19.
- Presentations and performances will begin early Thursday afternoon September 19, following lunch on-your own, and go through Saturday afternoon September 21.
- The convention dinner for registered attendees will be held Thursday evening, with post-dinner entertainment, on the Queen Mary.
- A public performance will be held on Friday evening, on the Queen Mary.
- We'll close with a business meeting and auction on Saturday afternoon, with no Saturday evening events.
- Lunch is included for registered attendees Friday and Saturday.
- Sales Tables open Thursday and Friday.
- We look forward to over 3 dozen workshops, presentations and performances.

**Registration is open – be sure to register by August 20, 2024!**

Link to download Registration is available at  
or contact Ron at [secretary-treasurer@magiclanternsociety.org](mailto:secretary-treasurer@magiclanternsociety.org)

<https://www.magiclanternsociety.org/2024-convention/>

**More Convention on the next page**



## Convention Delegates and anyone who would like to attend.

Due to our full convention schedule and start on Thursday, we have negotiated with the Queen Mary to extend the reduced convention room rate for Wednesday, so Wed, Thur, and Friday.

Use below link to book all three nights or call to modify an existing reservation.

To start, we have a very limited number of Wednesday night rooms at the reduced rate, so don't delay. The room block may be expanded if the demand is there, but this is not guaranteed. Also, the Wednesday room types are limited.

Danielle Ujano, Catering & Conventions Services Manager

1126 Queens Hwy, Long Beach, CA 90802 | Direct line: 562-499-1798

Below is the link they will use to book 9/18

<https://be.synxis.com/?Hotel=11042&Chain=6255&arrive=2024-09-18&depart=2024-09-21&adult=1&child=0&group=2409LANTERN>

Enjoy!



INFORMATION

Wanted

## Query: Did Maison de la Bonne Presse Sell in US?

### Help Wanted!

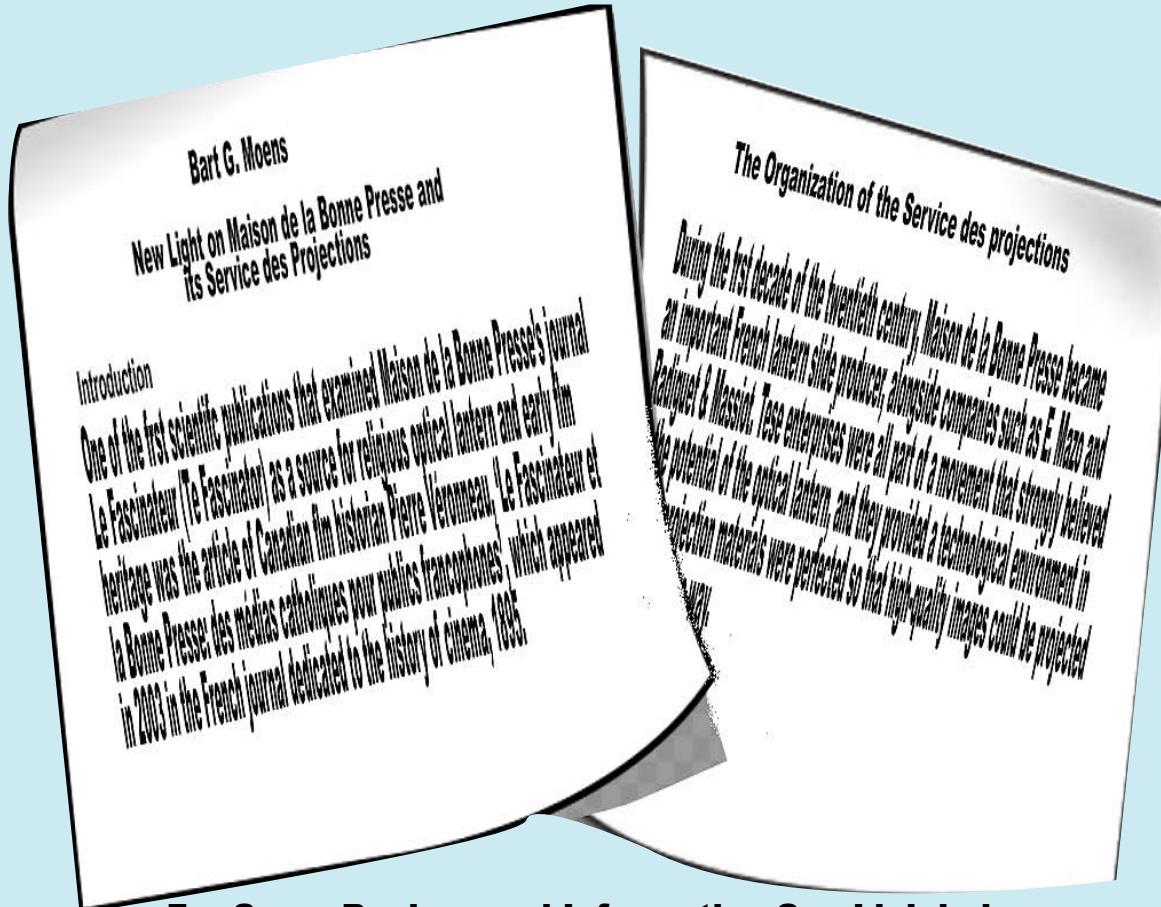
By Terry Borton

[tborton@magiclanternshows.com](mailto:tborton@magiclanternshows.com)

Maison de la Bonne Presse was a French company that, in 1896, began manufacturing lantern slides, primarily on religious subjects. They were illustrated, like Beale's, and beautifully done. I don't remember ever seeing evidence, such as catalog listings or slide labels, of their sale in America. Has anyone else seen any evidence? If so, what?

Thanks,

Terry Borton



For Some Background Information See Link below

<https://www.brepolonline.net/doi/pdf/10.1484/M.TECHNE-MPH-EB.5.129094>



## Interesting Note About Song Slides

**From Steve Barnes**  
theSteve4@yahoo.com

In the Musical Box Society International's Mechanical Music Vol/ 70 No. 4 July/August 2024 issue. There is an article by Matthew Jaro titled "Plugging the Songs" under the heading "1911-1915" the 1st half of the paragraph says: "An advertisement for "all Aboard for Blanket Bay" by Harry von Tilzer gives us a clue as to one means of plugging songs. The producers made more than 1,000 sets of slides, so the song could be played and sung along with in movie theaters.

I thought that was interesting that per this article how early they advertised song slides and how many sets were made for a popular songs; or just how many they made in hopes of making it a popular song.

Steve Barnes

**Before 1900**

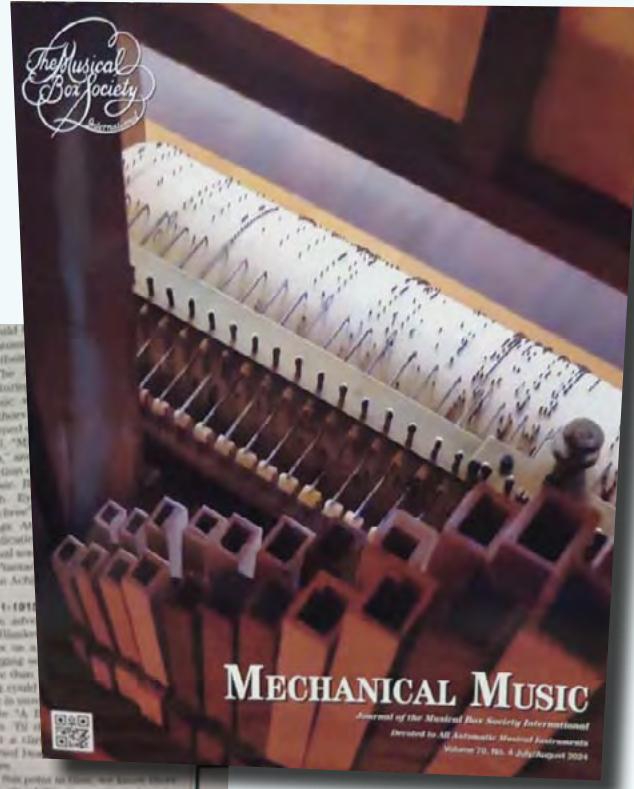
In the 1880s the *Music Trade Review* (then called the *Music Trade Journal*) concentrated on instruments (especially pianos and organs) and classical music news. There might be announcements of musical comedies and operettas, but these were not advertisements. Mechanical instrument advertising was limited to organettes. By 1891 there were announcements about the Automatic Piano Co., but no songs were advertised.

**1900 to 1910**

In 1900 the Angelus Cabinet Piano Player was advertised by Wilcox and White Co. A trade magazine article stated that sheet-music sales were expanding, noting that "Lake-Walk" and the "Coon" song had particularly brisk sales. Vocal music was reported to sell three times more than instrumental music. Chicago seemed, at the time, to be the center of sheet music sales. Columbia Graphophones and records began to be advertised in 1900. Regina music boxes were

also advertised. In 1905 Perfection Music rolls were first advertised by the Perfected Music Roll Company. The Autonomic Perfoming Company also began advertising. Victor records advertised Marcella Sembrich, and Mandolin violin records, and these were all classical. In 1905 music publisher M. Witmark advertised sales of sheet music from the musical comedy "Fantan" by Raymond Hobell and Robert B. Smith. Sol Bloom advertised "Kisses," "A Bit O'Ballyoney" and several others of equal fame. The Nicklin Coin-Operated Piano was advertised as well.

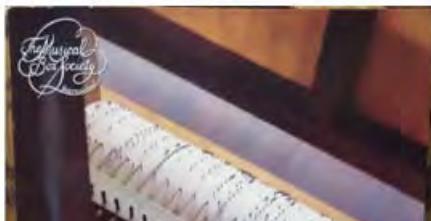
In 1906 Lyon and Healy advertised military band organs and mechanical pianos. The music trade publications at that time contained larger numbers of player piano ads. There were also many manufacturers of piano parts and accessories that placed advertisements. The advertisements placed by music publishers grew during this time, having various titles that they wanted to promote. Examples



Images from

Etsy

Categories



<https://www.etsy.com/listing/1759640007/mechanical-music-box-mbsi-welte>



**From Tina Effray**  
jteffray@wavecable.com

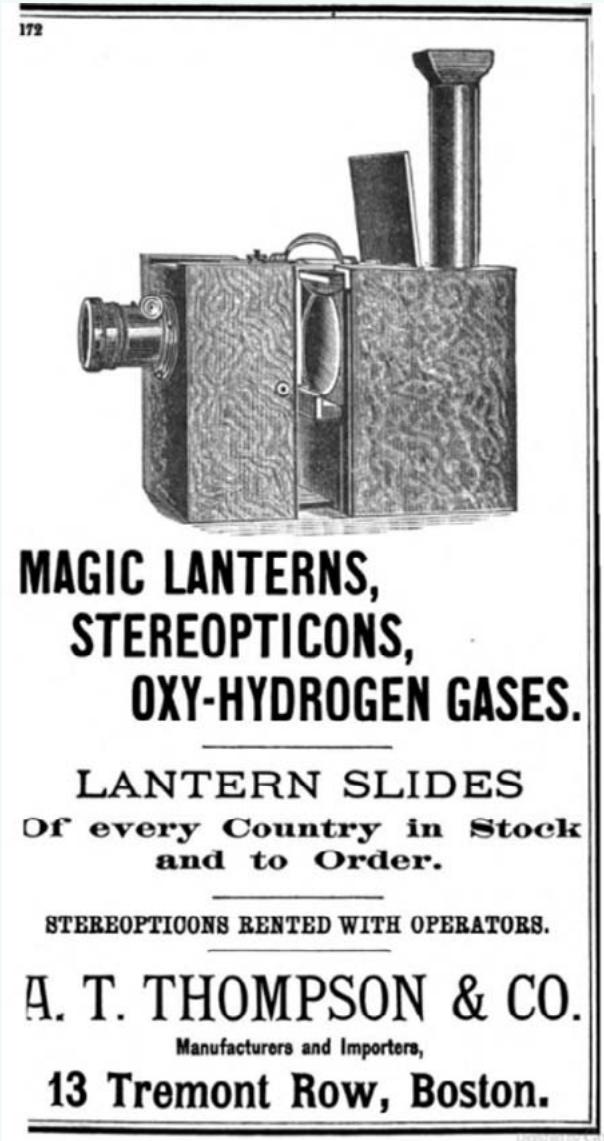
Hello,

While cleaning out my Uncle's home after his death, I came across 45 glass slides (Stereopticons/Magic Lantern) of photographs and drawings from World War 1. The images show men from France, Britain, Russia, and Italy at the front line, in fox holes, trenches, and other settings. There are also images of maps and ammunition training diagrams. Some of the drawings are by the British artist Frank Dadd. One dated 1915 is titled "The Real Peter Pan and His Christmas in the Trenches". A few are cracked, but the majority are in amazing condition, and at least half have English or French captions. Some have labels that say they were manufactured by A.D. Handy or A.T. Thompson from Boston, MA. My aunt is thinking they should be donated, but we are not sure who would want them. I was hoping your organization might be able to provide some insight or resources for us.

Kind regards,

Tina Effray

## About preserving A Collection of Slides



**From David Evans**

Hello Tina

A valuable social history, but probably not of great economic worth. We could add them to our next e-publication (August) as I would imagine that some of our members might well be interested in preserving them.

A T Thompson of Boston was a well-known maker of lanterns and slides.

Could you take a few pictures of slide context so they would have a better idea of the type and quality of images involved.

Thank you for contacting us.

David Evans



## Information About Large Slide Collection

[https://www.msn.com/en-us/travel/news/thousands-of-magic-lantern-slides-show-what-daily-life-was-like-120-years-ago/ar-AA1hbPFE?item=themed\\_featuredapps\\_enabled?loadin](https://www.msn.com/en-us/travel/news/thousands-of-magic-lantern-slides-show-what-daily-life-was-like-120-years-ago/ar-AA1hbPFE?item=themed_featuredapps_enabled?loadin)

More than 2,600 photos provide a time machine to the Victorian era.

The pictures show Bradford, West Yorkshire in the late 1800s and early 1900s, depicting the city post-industrialisation, when it became the 'wool capital of the world'.

They are 'magic lantern' images, meaning they are displayed with an early type of projector that uses artificial light, from a bulb or candle flame, designed to show hand-painted images, prints or photographs on a glass slide.

The set, produced by models who were either volunteers or the photographer's family and friends, has been acquired by The National Science and Media Museum.

### Thousands of 'magic lantern' slides show what daily life was like 120 years ago

Story by Jordan King • 9mo • 2 min read



**The images depict Bradford, West Yorkshire in the late 1800s and early 1900s (Pictures: SWNS)**

Vanessa Torres, conservator at the National Science and Media Museum, said she was thrilled that the museum was preserving this unique snapshot of history.

She said: 'Our collections are constantly growing, and new acquisitions can take on many different shapes and sizes.'

'When we acquired this large collection of magic lantern slides, it was a truly a cross-department effort to document, conserve, and digitise the objects to ensure that these fascinating images can be accessed and enjoyed by everyone.'

The National Science and Media Museum in Bradford, West Yorkshire, opened in 1983, and has since become one of the most visited UK museums outside London.



## Inherited Slides

### From William Graham

william@graham-inc.com

Our family has what we believe to be a large collection of black and white magic lantern slides. There are about 600 to 1000 slides in wooden boxes and cardboard shoe boxes.

They are looking for a home. Pictures of a few are attached.

William Graham  
mobile 952.212.1945

### From David Evans

Hello William

Is there any indication of subject matter? Any notes or lecture material to go with them? Are they numbered in any sort of



sequence, or just random numbers? It's a bit difficult to make out the details of the image you sent, but well done to photograph it like that. We could add them to our monthly e-publication, but it would be handy to know the following:

Where are you located? It would not be cheap to ship slides in that quantity, so anyone interested might need to visit you to investigate them.

Thank you for contacting us.

David Evans

## A Look at Some Other Type of Slides

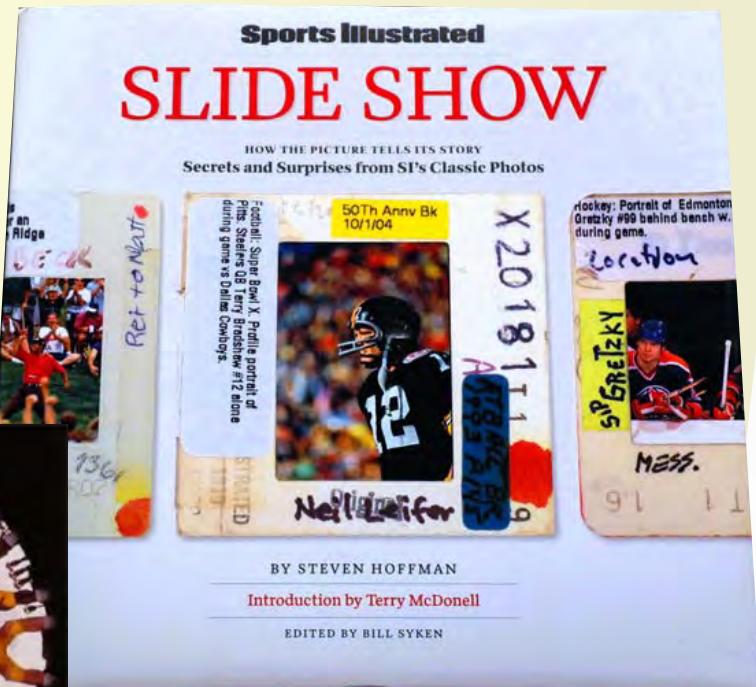
From Karl Link

Larry,  
Here is a book I found. It has photos of 35mm slides from Sports Illustrated magazine, all about sports events, famous ones. I've included a few samples, including some which are reminiscent of chromatropes!



The foreword "Seeing the Light" by Steven Hoffman does mention that 35mm slides are a "lost art" and he also mentions magic lantern slides at the end, see attached scan.

Just thought it might be interesting.  
Thank you, Karl



**T**O ENTER THE SPORTS ILLUSTRATED photo archive is to be immersed in a frame-by-frame chronicle of sports over the last half century. But if every picture in that archive tells a story, every slide tells an even deeper one. The stickers and scribblings along the cardboard borders are like tags on a streamer trunk, clues to the tale of each photo's journey from the playing field to the magazine page.

Inside those borders, some of the images are recognizable as classic SI cover shots (the Miracle on Ice celebration, Lynn Swann's leaping catch in Super Bowl X); others are those extraordinary photos that fire our memories (a Magic and Michael showdown in the NBA Finals, Joe Namath lounging poolside before Super Bowl III). Then there is that rare find—a poignant photo never before published (an impromptu gathering of Yankee heroes in 1956). The pictures themselves are iconic, but as slides they bear the embellishments of history.

Tiny objects of art, these slides have an unintended beauty of their own. On one, the marginalia dazzle with the color and movement of a Jackson Pollock drip painting. Another is reminiscent of a Robert Rauschenberg combine painting. They have an aesthetic both baroque and pop.

But if it is art, it is a lost art. These slides are vanishing. Images are no longer mounted in miniature frames and stuffed into cabinet drawers; rather, they are digitized and entered into a vast electronic database. Yes, it is more efficient to search: keyword > Tiger Woods > Masters; but is it as gratifying, or as much fun, as sorting through a stack of Arnold Palmer slides on a light box? For generations at SPORTS ILLUSTRATED, photographers, art directors and photo editors gathered around light tables, armed with eye loupes and marker pens, to spread out the day's haul of slides like jewelers evaluating precious gems. It is a practice—a ritual, really—that is gone,

The earliest slides, dating to the mid-19th century, were called lantern slides, viewed with a wondrous device called a Magic Lantern. We have new wonders now, but the slides in this book still seduce with an irresistible magic.

—STEVEN HOFFMAN Creative Director, SPORTS ILLUSTRATED

# National Mazda Stimulator : Vol. 6

by National Lamp Works; General Electric Co.

Publication date

1917

## WHAT OUR SLIDE SERVICE SAVES YOU

A POPULAR SERVICE. VARIETY OF SLIDES OFFERED WOULD BE IMPRACTICAL IF UNDERTAKEN INDIVIDUALLY

LANTERN slides for advertising certainly keep on increasing in popularity among NATIONAL MAZDA lamp distributors, for our records show that during 1917 approximately 10,000 slides were supplied *on request* to distributors throughout the country, indicating that many thoroughly appreciate the value of this service. Those who have used this service as well as those who have not availed themselves of it will be interested in the following analysis of it:

Suppose you had to produce, out of your own earnings, a fairly-good, four-color slide. The preliminary expense for sketches, drawings, alterations, photographing, etc., would stand you something like \$10.00, even if you were to obtain the lowest prices consistent with high quality. Often we offer you slides made from high-class, copyrighted drawings, costing from \$100.00 to \$350.00 each; for instance, those used in NATIONAL MAZDA *Saturday Evening Post* advertising.

Quantity production enables us to send you the result of this expensive creative work, without charge, simply upon your promise of using it! This thought ought to add to your feeling of comfortableness, next time you see your message flashed in colored light on the screen of the movie theater. An extensive selection is available. There are high-class numbers, in colors or plain black and white, for general use at any time; also special slides to accompany the *Zim's* trims and to tie up with the NATIONAL MAZDA *Saturday Evening Post* pages. They are yours for the asking. Watch announcements of our advertising for slide offers and become a slide user if you are not already enjoying this valuable service.



## Welcome New Members

### Paul Barresi

Ppabarr@aol.com  
Merrimac, MA

### Frank Eld

Imfinn@icloud.com  
Boise, Idaho

### Laurie Bolewitz

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### Brett King

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North Carolina

### Christine Veras

christine.veras@utdallas.edu  
Richardwon, TX

## A Big Thank You to the following:

Steve Barnes  
Terry Borton  
Ron Easterday  
Tina Effray  
David Evans  
William Graham  
Karl Link  
Brian Rogers

for contributing  
to this months issue.